

IN THE CLAIMS:

Please cancel claims 4, 5, 8, 14, 32 and 33 without prejudice.

Please amend claims 1, 3, 4, 6, 7, 9, 10, 15, 16, 26 and 28 as follows.

Please add new claims 34-43 as follows.

1. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label, ~~said base wall including a front face having a strip of resilient material projecting outwardly therefrom;~~

a connector mounted to a back face of said channel member, said connector including a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf, said clip member comprising:

a first leg and a second leg,

said first leg includes a first segment projecting towards said second leg and a second segment extending away from said second leg,

said second leg includes a first segment projecting away from said channel member base wall and a second segment, and,

said first leg and said second leg cooperating to define an upwardly open slot including a relatively narrow open end and a relatively wider closed end; and,

wherein said connector further comprises a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall and a second end, said second arm having a first end connected to said base wall and a second end.

2. (Cancel)

3. (Currently Amended) The holder as set forth in claim 1, wherein said connector further comprises ~~a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said first arm is positioned between said back wall and said channel member, said second arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said second arm is positioned between said back wall and said channel member~~ a back wall.

4-5. (Cancel)

6. (Currently Amended) The holder as set forth in claim 5 1, further comprising a first leg extending away from said first arm and a second leg extending away from said second arm.

7. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a mounting portion connected to said channel member, said mounting portion comprising:

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf wherein said clip member comprises a first member and a second member, and

a connecting member comprising;

a back wall,

a first connecting arm, and

a second connecting arm, said first arm having a first end connected to said channel member and a second end connected to said back wall, said second arm having a first end connected to said channel member and a second end connected to said back wall; and,

wherein said clip member is located on a first side of said back wall and said first and second connecting arms are located on a second side of said back wall.

8. (Cancel)

9. (Currently Amended) The holder as set forth in claim 8 7, wherein said first member is connected to said second member at a bend.

10. (Currently Amended) The holder as set forth in claim 8 7, wherein said first connecting arm comprises an L-shaped member comprising a first segment and a second segment extending therefrom.

11. (Withdrawn) The holder as set forth in claim 7, further comprising a transparent lens selectively positioned in covering relation with said base wall of said channel, said lens including a viewing wall, and first and second side walls projecting outwardly from said viewing wall, said first and second side walls of said lens each define a projection adapted for selective receipt in open slots adjacent said base wall.

12. (Withdrawn) The holder as set forth in claim 11, wherein said lens comprises a living hinge along said first side wall of said lens whereby said viewing wall adapted for movement between an open position, wherein said viewing wall extends away from said base wall of said channel member, and a closed position, wherein said viewing wall is placed in covering spaced relation with said channel member.

13. (Withdrawn) The holder as set forth in claim 11, wherein said second side wall projection further comprises an upwardly projecting resilient finger defining a selectively closed slot for insertion of printed material.

14. (Cancel)

15. (Currently Amended) The holder as set forth in claim 44 36, wherein said channel member base wall includes a front face having a strip of resilient material projecting outwardly therefrom.

16. (Currently Amended) The holder as set forth in claim 44 36, wherein said ~~clip~~ connector further comprises a ~~first arm and a second arm~~ back wall, said first arm having a first end connected to said channel member base wall, a second end connected to said ~~clip~~ back wall, said second arm having a first end connected to said base wall and a second end connected to said ~~clip~~ back wall.

17 - 24. (Cancel)

25. (Cancel)

26. (Currently Amended) The holder as set forth in claim ~~[[4]]~~ 40, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

27. (Cancel)

28. (Currently Amended) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf wherein said clip member comprises:

a first leg for contacting a first side of the projecting portion of the associated retail shelf, said first leg includes a first segment projecting rearwardly and a second segment extending upwardly from said first segment, and

a second leg for contacting a second side of the same projecting portion of the associated retail shelf, said second leg includes a first segment projecting rearwardly and a second segment extending upwardly from said first segment, wherein said first and second legs cooperate to define an upwardly open slot including a relatively narrow open end and a relatively wider closed end; and,

a connecting member mounted for connecting said clip member to said channel member wherein said connecting member comprises a first arm

connected at a first end to said channel member and connected at a second end to said clip member.

29. (Previously Presented) The holder as set forth in claim 28, further comprising a document holder defined between said clip member and said base wall.

30. (Previously Presented) The holder as set forth in claim 29, wherein said document holder comprises a resilient finger and a nib defining a selectively closed slot therebetween.

31. (Previously Presented) The holder as set forth in claim 28, wherein said base wall includes a front face including a strip of resilient material projecting outwardly therefrom.

32-33. (Cancel)

34. (New) The holder as set forth in claim 28 wherein said connecting member further comprises a second arm spaced from said first arm.

35. (New) The holder as set forth in claim 34 wherein said second arm comprises a first end connected to said channel member and a second end connected to said clip member.

36. (New) A holder for an electronic price label, said holder comprising:

- a channel member defined by a base wall and first and second spaced apart side walls that project outwardly from opposite ends of said base wall, said channel member selectively accommodating an associated electronic price label;
- a connector mounted to said channel member, said connector comprising:
 - a clip defining a somewhat C-shaped body and comprising interconnected walls including wall segments that project toward each other and cooperate to define a relatively narrow open end and a relatively wider closed end for receiving and retaining a projecting portion of an associated retail shelf,
 - a first arm connected between said clip and said channel member, and
 - a second arm, spaced from said first arm, connected between said clip and said channel member.

37. (New) The holder as set forth in claim 36 wherein said first arm is somewhat L-shaped in cross section and includes a first segment and a second segment.

38. (New) The holder as set forth in claim 36 further comprising a finger mounted to said base wall.

39. (New) The holder as set forth in claim 38 further comprising a nib extending from said base wall and cooperating with said finger.

40. (New) A holder for an electronic price label, said holder comprising:

a channel member defined by a base wall and first and second spaced apart side walls that project outwardly from opposite ends of said base wall, said channel member selectively accommodating an associated electronic price label;

a connector of one piece with said channel member, said connector comprising:

a clip comprising interconnected walls including wall segments that project toward each other and cooperate to define a relatively narrow open end and a relatively wider closed end for receiving and retaining a projecting portion of an associated retail shelf, and

a first arm connected at a first end to said clip and at a second end to said channel member.

41. (New) The holder as set forth in claim 40 wherein said first arm is somewhat L-shaped in cross section and includes a first segment and a second segment.

42. (New) The holder as set forth in claim 40 further comprising a finger mounted to said base wall.

43. (New) The holder as set forth in claim 42 further comprising a nib extending from said base wall and cooperating with said finger.